

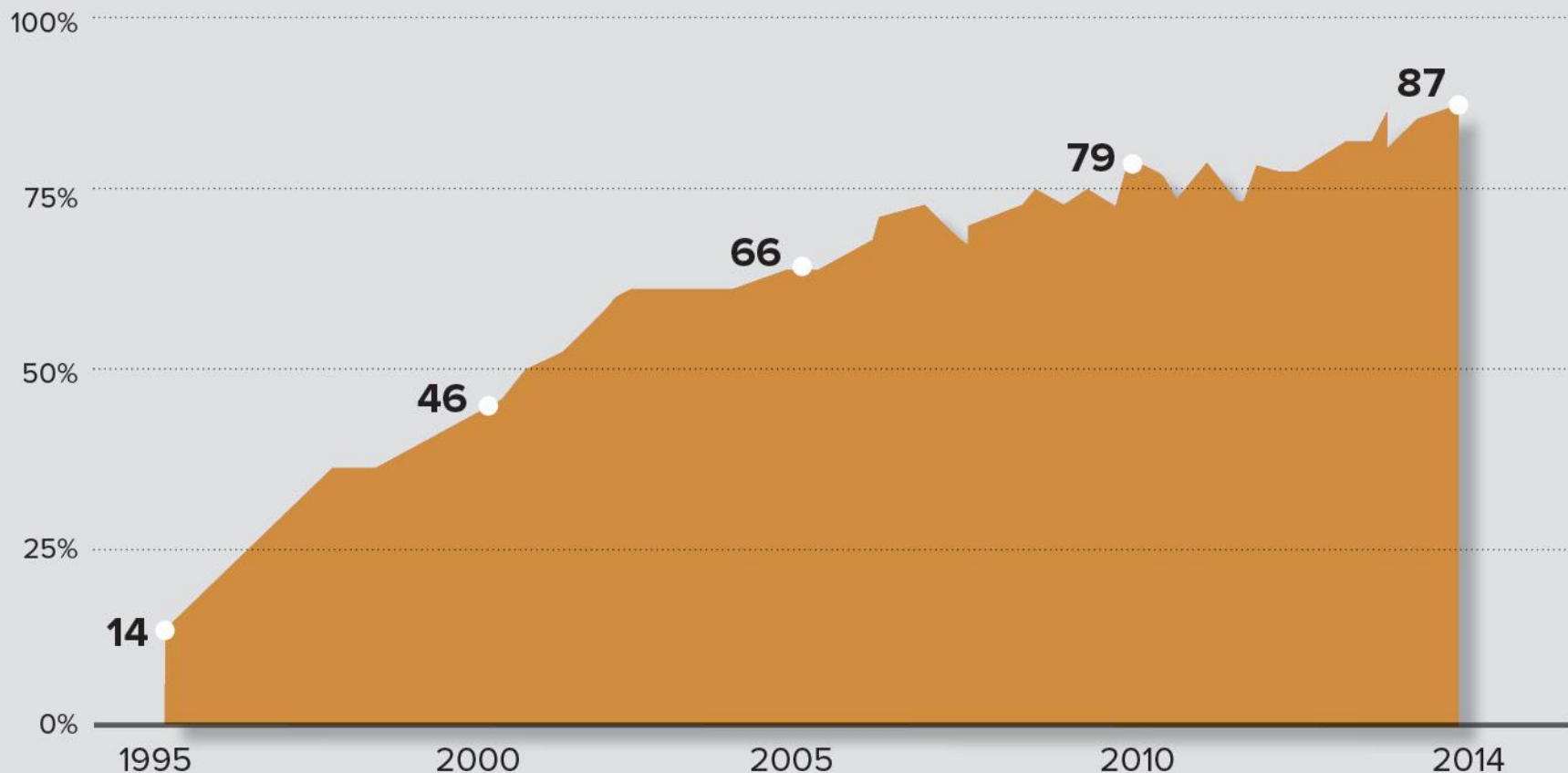
# BEST OF THE WEB

---

## BEST PRACTICES & HIGHLIGHTS

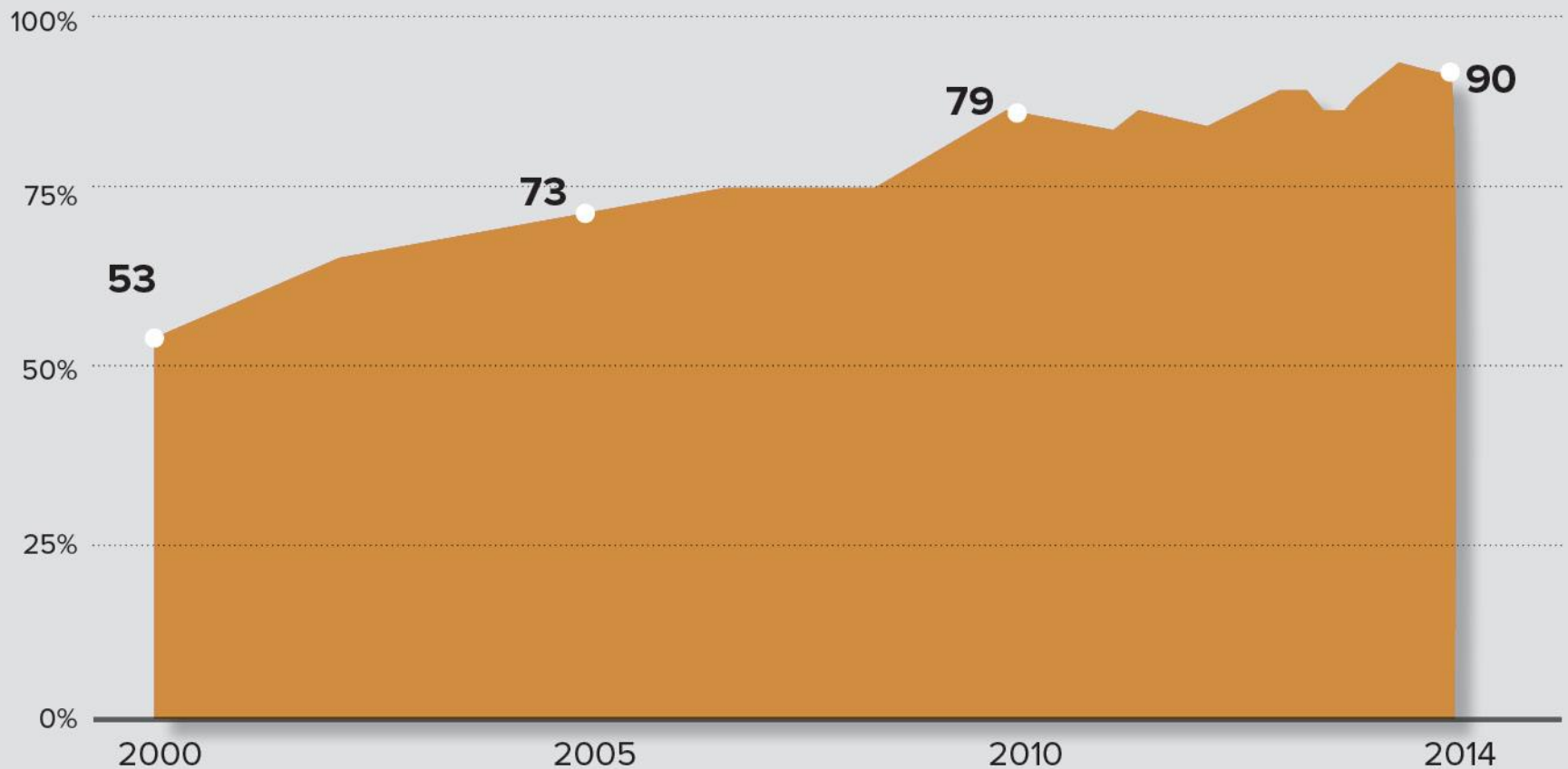
# INTERNET USE 1995-2014

% of American adults who use the internet over time  
(87% of American adults claim to use the internet in 2014, compared to less than 80% just 4 years ago)



# CELL PHONE OWNERSHIP 2000-2014

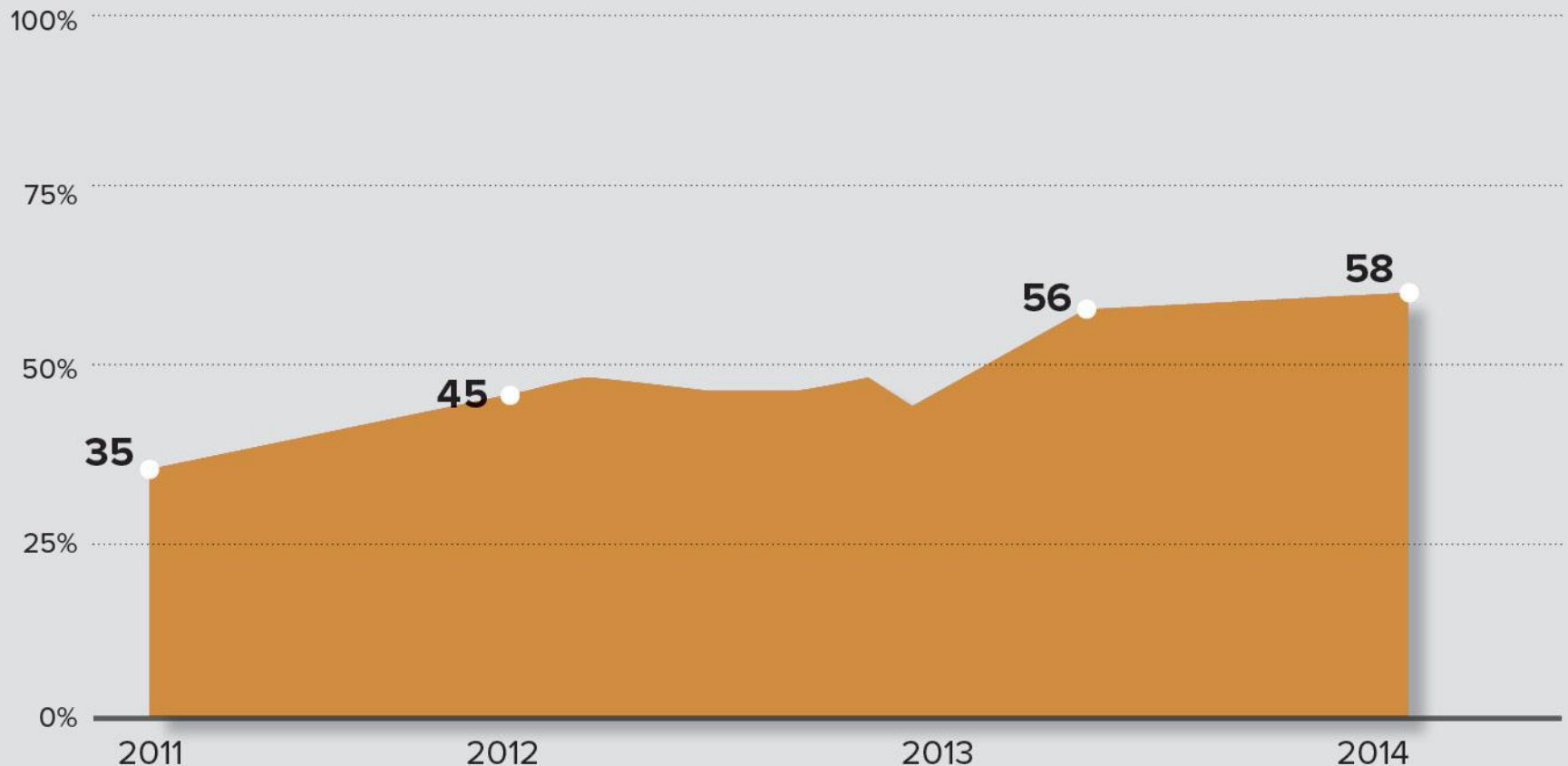
% of American adults who own a cell phone over time  
(All but 10% of American adults own a cell phone)



# SMARTPHONE OWNERSHIP OVER TIME

% of American adults who own a smartphone over time

(Smartphone ownership has increased nearly 25% in just 3 years)

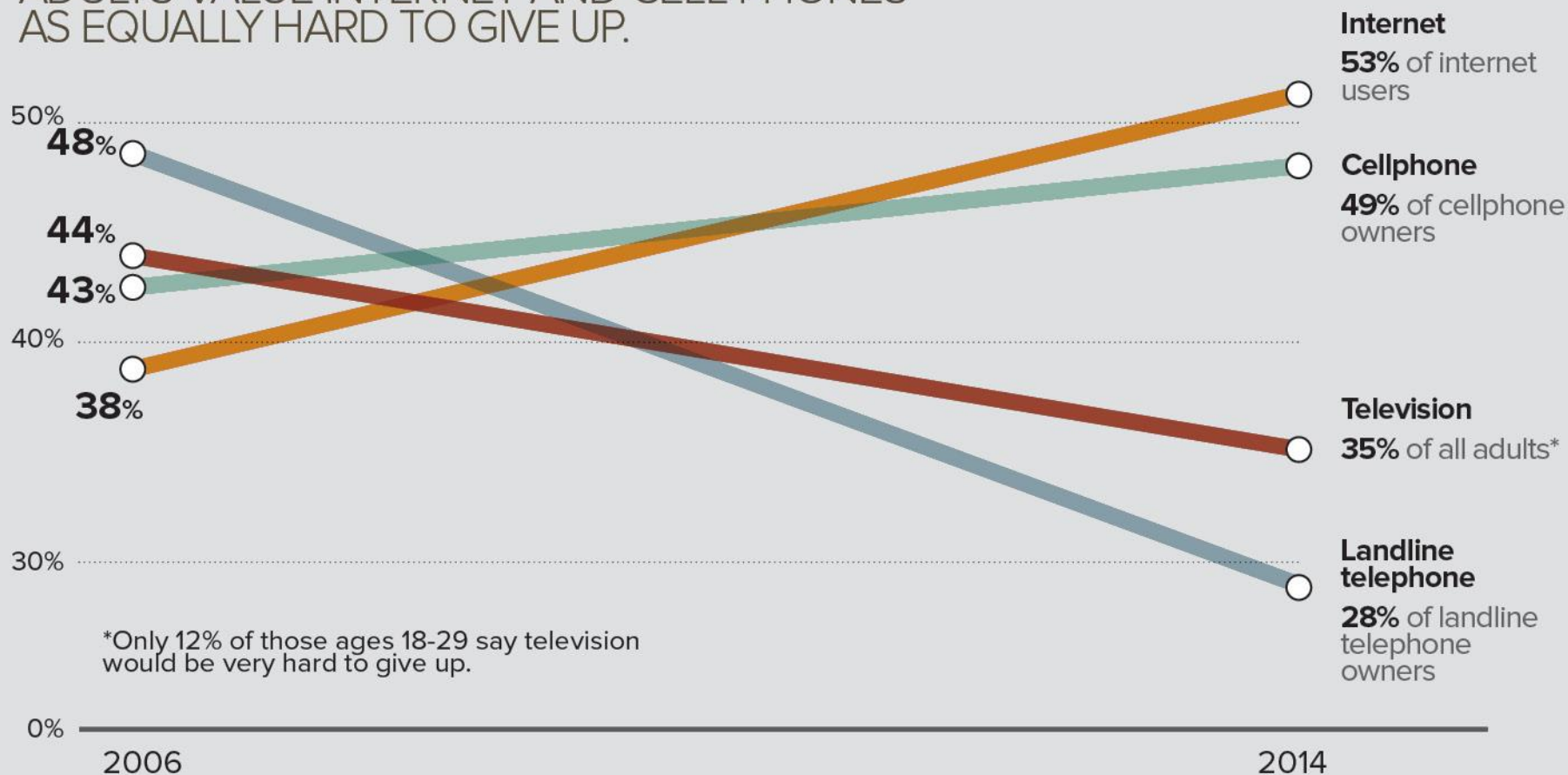




# AMERICANS MORE ATTACHED TO INTERNET, CELL PHONES

Percent who say... would be hard to give up

ADULTS VALUE INTERNET AND CELL PHONES AS EQUALLY HARD TO GIVE UP.



# TRENDS

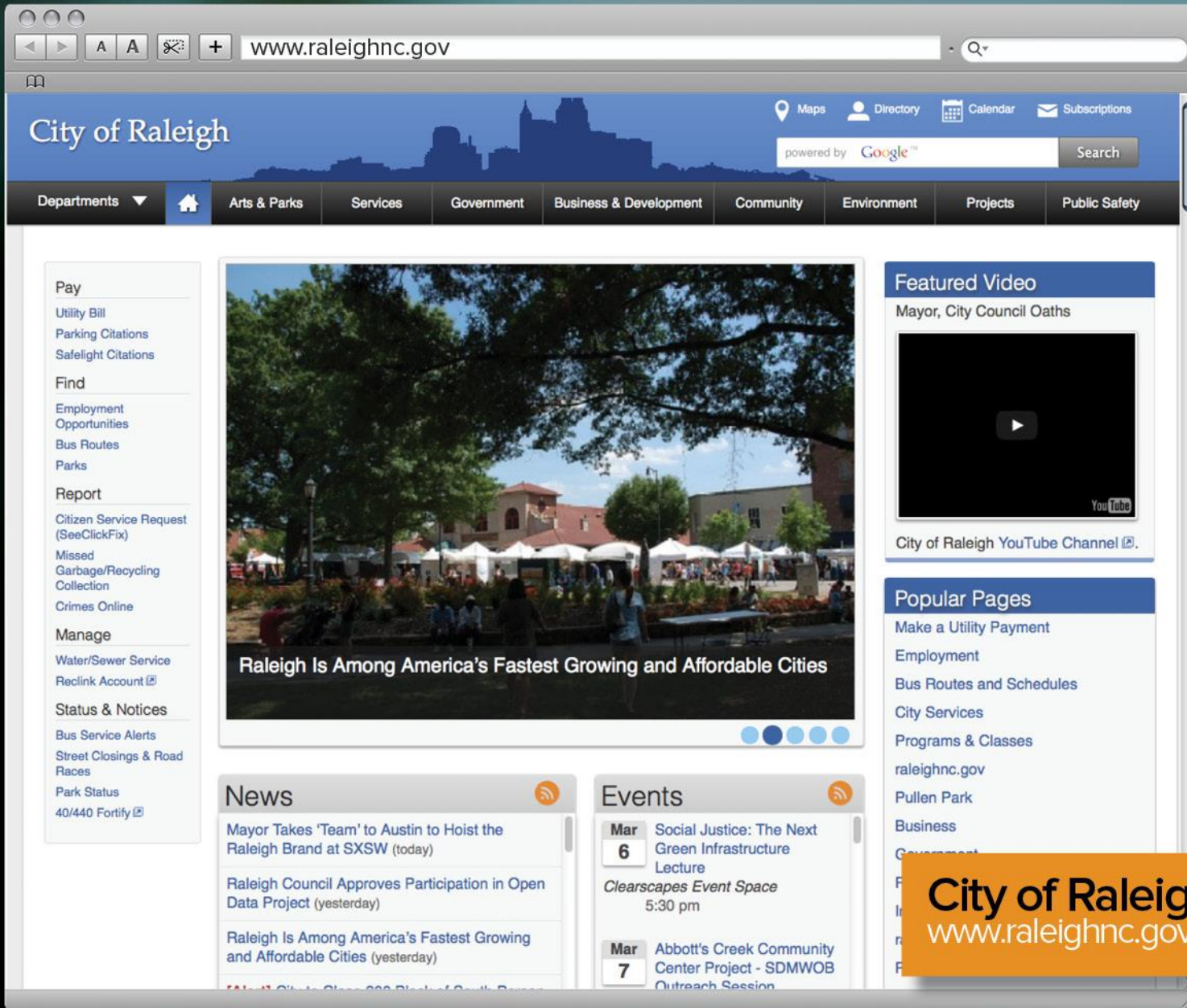
BEST OF  
THE WEB

- Mobile-enabled websites
- Open gov/transparency and open data portals
- Use of analytics, dashboards and social media portals with agency listings increased
- Nearly all winning cities and states had rebuilt their sites using responsive design
- Counties overall had not embraced responsive design, but increased the use of social media and mobile apps.

BEST OF  
THE WEB

# CITY PORTAL CATEGORY





BEST OF  
THE WEB  
City Portals

3<sup>rd</sup>  
Place

City of Raleigh, NC  
www.raleighnc.gov



# BEST OF THE WEB

City Portals

www.austintexas.gov

AUSTINTEXAS.GOV | AIRPORT | LIBRARY | AUSTIN ENERGY | AUSTIN WATER | CONVENTION CENTER | VISITORS BUREAU | OPEN GOVERNMENT

austintexas.gov  
the official website of the City of Austin

Pay Online Services Calendar Media Departments 3-1-1 Translate

Resident Business Development Government Environment

Household Neighborhoods Health Public Safety Arts and Leisure Environmental Transportation City of Austin

**Getting Around During SXSW**  
Find out the best way to navigate Austin from March 6-14.

Explore your city... SEARCH

I Need To... Select a Service Departments

### RESIDENT HEADLINES

- ★ **New MindMixer Website Launched for Town Lake Park**  
This online public forum allows the community to share views, vision for the park.
- ★ **City offices delay opening until 11 a.m. Tuesday, March 4**  
11 a.m. opening due to winter weather conditions
- ★ **Tuesday Council Work Session meeting has delayed start time**  
Weather forecast calls for inclement weather.
- ★ **Great Texas Warrant Roundup**  
Arrests began March 1.

See All News

### LOOKING AHEAD

Mar 03 MON	<b>SXSW - Brush Square Park</b> 8:00 am - 9:00 pm
Mar 06 THU	<b>Dealing with Drought in the Landscape Series: Rain...</b> 10:00 am - 12:00 pm
Mar 07 FRI	<b>SXSW 2014</b> 12:00 am - 11:30 pm
Mar 07 FRI	<b>Watershed Protection Ordinance Meeting...</b> 11:00 am - 1:00 pm

View All

### BEST MANAGED CITY

- ★ Texas Tech recognizes City employee with Distinguished Alumnus Award
- ★ Forbes ranks Austin as Number 1 U.S. Region to Watch in 2014
- ★ Austin named as one of the the best-run cities in America
- ★ Austin ranked as one of the best cities for creating jobs
- ★ "They were the first to..."

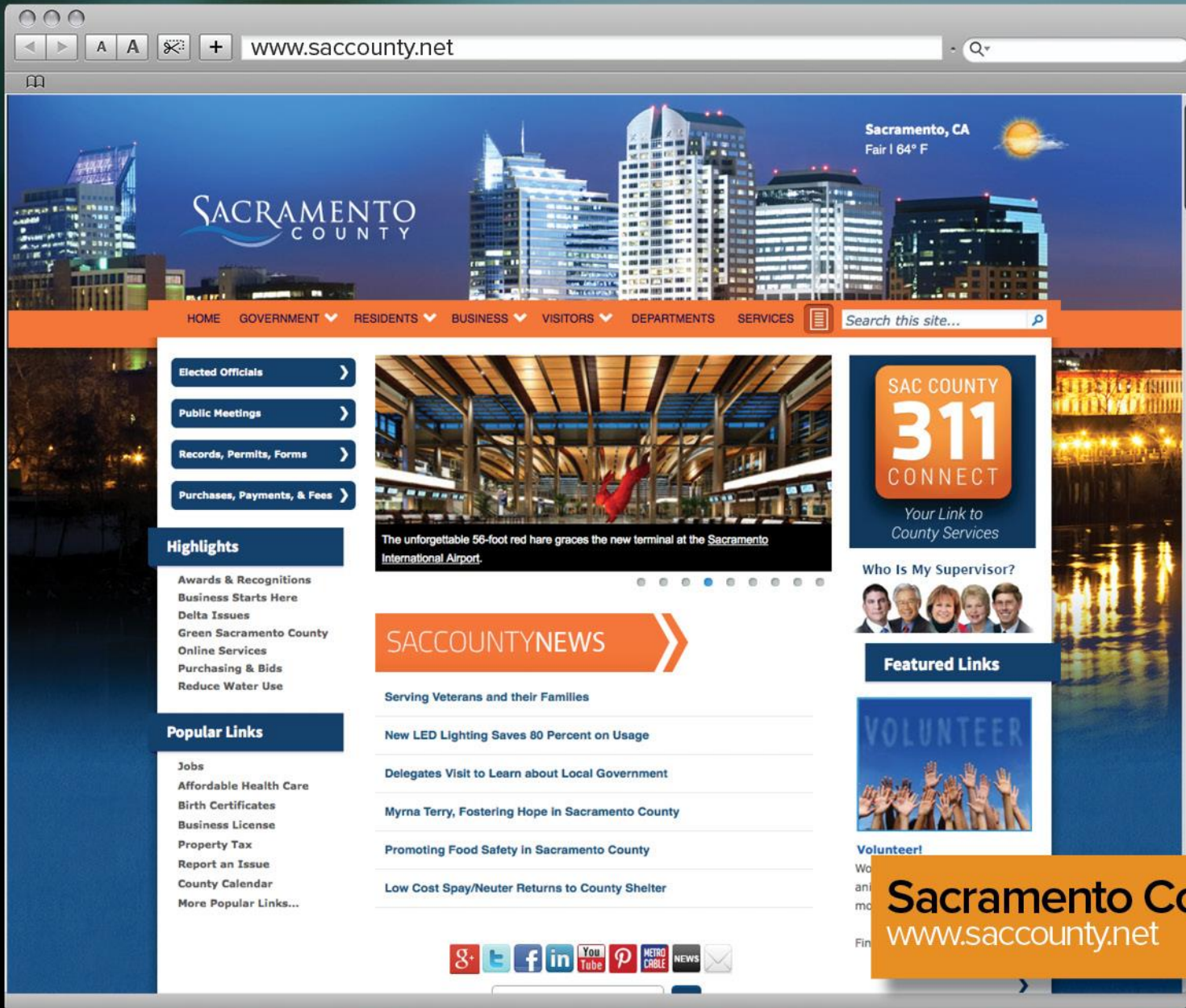
**City of Austin, TX**  
www.austintexas.gov

**1<sup>st</sup>**  
*Place*

BEST OF  
THE WEB

# COUNTY PORTAL CATEGORY





**BEST OF  
THE WEB**  
County Portals

**4<sup>th</sup>**  
*Place*

**Sacramento County, CA**  
[www.saccounty.net](http://www.saccounty.net)



**BEST OF  
THE WEB**  
County Portals

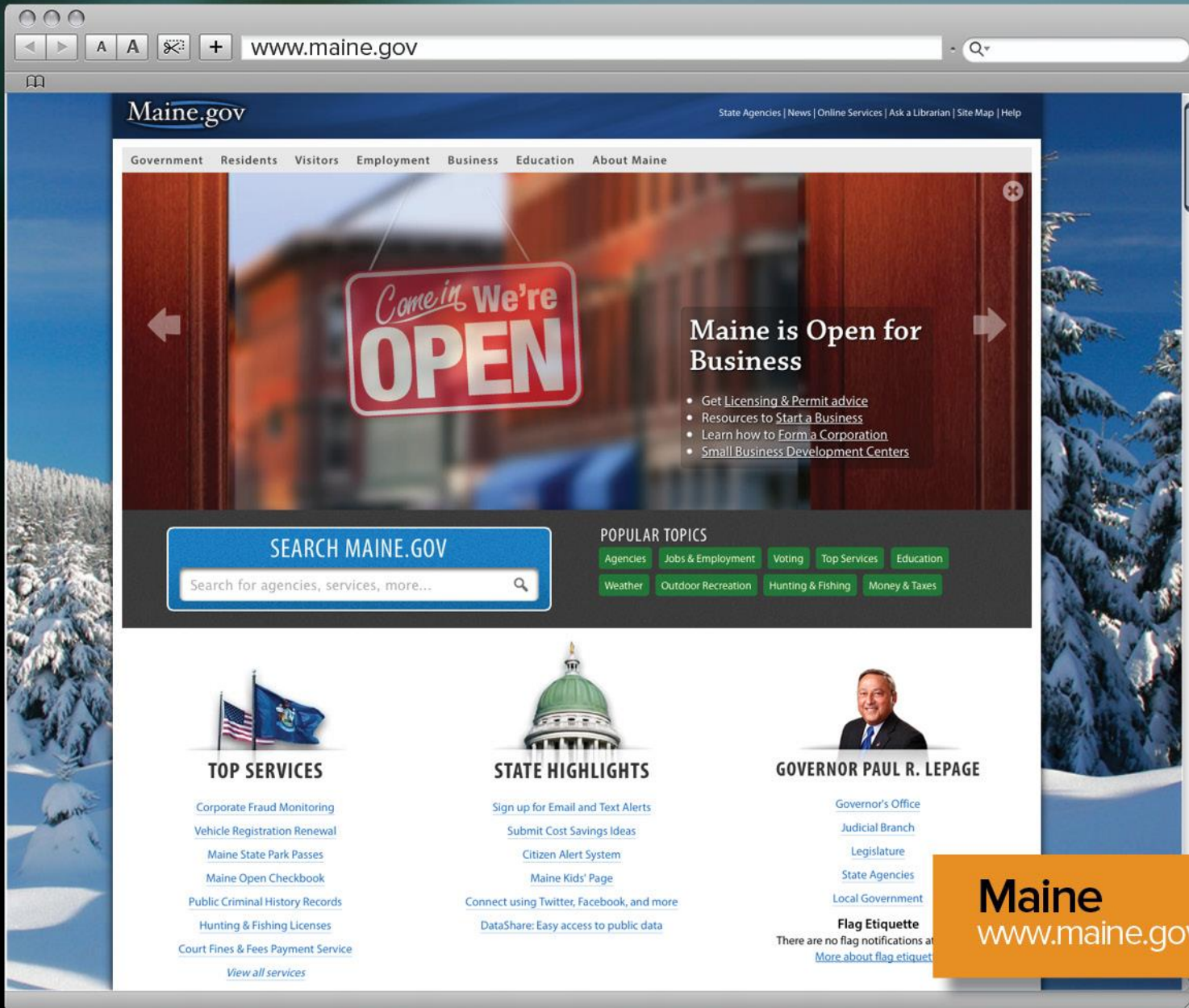
**1<sup>st</sup>  
Place**

**Alameda County, CA**  
[www.acgov.org](http://www.acgov.org)



BEST OF  
THE WEB

# STATE PORTAL CATEGORY



BEST OF  
THE WEB

State Portals

5<sup>th</sup>  
Place

Maine  
www.maine.gov



# STATE OF THE PORTAL: MAINE



## WHAT'S HAPPENING ON THE PORTAL

Using responsive design, Maine.gov and its online applications can be easily viewed using a wide variety of handheld devices. To provide superior customer service, Maine.gov utilizes tools that transfer live chats and emails into help tickets, which can then be transferred into the development queue. Maine.gov provides transparency to its citizens through its new Maine Open Checkbook application, which is built on more than 18 million data records detailing state vendor payments and employee compensation.

# STATE OF THE PORTAL: MAINE



## FUNDING

What does the eGovernment program funding include?

- Website redesign
- Enterprise services
- Application development
- Marketing and promotion, including marketing to promote online services

How is the eGovernment program primarily funded?

- Self-funded using transaction fees



# STATE OF THE PORTAL: MAINE



## GOVERNANCE

The state of Maine's eGovernment program is deployed through a public-private partnership. The central IT agency is responsible for contract administration of the state portal and reports to the state CIO. The state also has a 15-member oversight board for the program, InforME, comprised of the state CIO, the secretary of state, several municipality representatives and one non-voting representative of the private sector partner.

# STATE OF THE PORTAL: MAINE



## EGOVERNMENT PRIORITIES

- Develop new applications in responsive design templates
- Improve accessibility
- Expand services

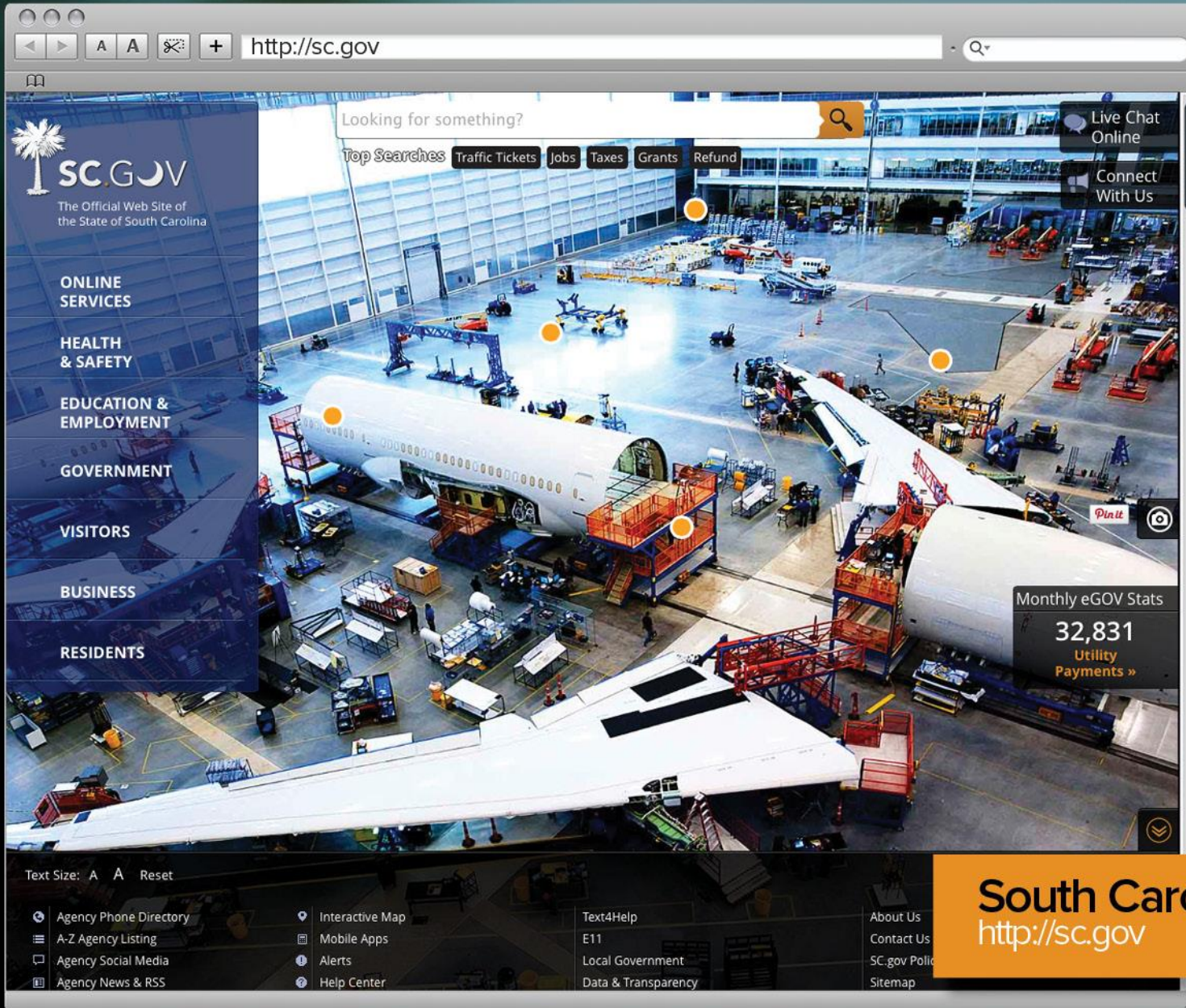
# STATE OF THE PORTAL: MAINE

www.maine.gov

## WEBSITE CAPABILITIES

	YES	NO		YES	NO		YES	NO
<b>PAYMENT PROCESSING</b>								
Kiosk		✓	Data visualization/infographics/ mashups		✓	Construction liens monitoring		✓
Secure mobile payments	✓		Photos	✓		Fleet monitoring		✓
IVR	✓		Videos	✓		Mapping/tracking for roads, construction and public transportation	✓	
<b>MOBILE</b>			Widgets		✓	Roadside moving violation payments		✓
Mobile-optimized site	✓		Blogs		✓	Legislative tracking	✓	
Native applications for:			<b>ONLINE SERVICES</b>			Sex offender registry	✓	
Apple	✓		eBench warrants	✓		Campground reservations	✓	
Android	✓		Automated location awareness/ GeoIP	✓		Prescription drug registry/ monitoring		✓
Other	✓		Criminal history reports	✓		Meth registry		✓
<b>CUSTOMER SERVICE</b>			Driver's license renewals		✓	DMV office appointments		✓
Live help/online customer service	✓		Vehicle title requests		✓	Third-party vision certification for driver's license renewals		✓
24/7 customer service:			Moving violation and parking ticket payments		✓	<b>SOCIAL MEDIA</b>		
Online		✓	Temporary license plates		✓	Twitter	✓	
Email		✓	Trucking/commercial vehicle permits	✓		Facebook	✓	
Phone		✓	ID verification	✓		Video	✓	
SMS (Short Message Service)	✓		Vehicle inspections appointments		✓	Photos/images	✓	
<b>CROWDSOURCING</b>			Vehicle title and lien searches	✓		RSS feeds	✓	
Customer service (GetSatisfaction)		✓	One-stop business registration	✓		Blogging	✓	
Feedback/ideas	✓		Inmate banking/commissary deposits		✓	Media portals		✓
Online market research		✓	Property tax payments		✓	Pinterest		✓
Mobile apps		✓	Utility payments	✓		Instagram	✓	
Maps	✓					Vine		✓





# BEST OF THE WEB

State Portals

4<sup>th</sup>  
Place



# STATE OF THE PORTAL: SOUTH CAROLINA



## WHAT'S HAPPENING ON THE PORTAL

South Carolina implemented its newly designed SC.gov website in April 2013. Key features of the new site include responsive design; instant search results based on metatags, content and descriptions; a focus on citizen interaction and centralized information about online services.

# STATE OF THE PORTAL: SOUTH CAROLINA



## FUNDING

### What does the eGovernment program funding include?

- Support and development of the official state website: SC.gov
- Custom application development
- Enterprise services
- Payment processing
- Content management
- Event registration
- Support and maintenance
- Marketing and promotion, including marketing to promote online services

### How is the eGovernment program primarily funded?

- Self-funded using transaction fees



# STATE OF THE PORTAL: SOUTH CAROLINA



## GOVERNANCE

The state of South Carolina eGovernment program is deployed through a public-private partnership — a combination of a private sector company and the Budget and Control Board, Division of State Information Technology, the state's central IT agency. The program reports to the deputy director of the Division of State Information Technology (DSIT), who reports to the director/CIO. The program is governed by a 10-member eGovernment Oversight Committee that meets every other month to approve and prioritize projects and review operational status. The committee is comprised of five public sector members and five private sector members and is chaired by the DSIT deputy director.

# STATE OF THE PORTAL: SOUTH CAROLINA



<http://sc.gov>

## EGOVERNMENT PRIORITIES

- Implement the new Department of Natural Resources licenses suite
- Implement a user-friendly customer complaint system
- Develop vendor payment inquiry and outstanding check inquiry applications
- Create a robust business search and filings application
- Increase adoption and expand payment processing
- Design all websites and applications with a “mobile first” approach

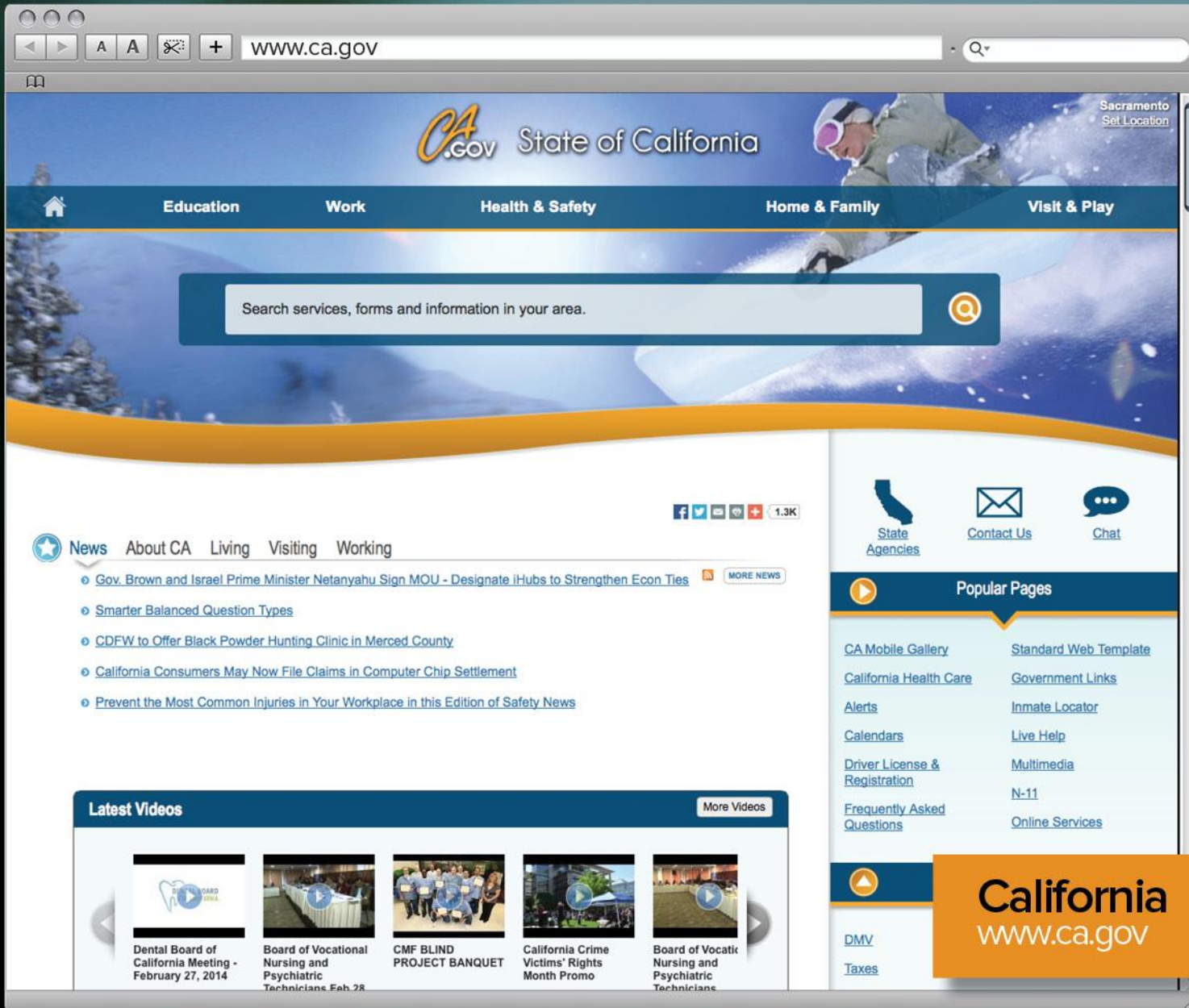


# STATE OF THE PORTAL: SOUTH CAROLINA

<http://sc.gov>

## WEBSITE CAPABILITIES

	YES	NO		YES	NO		YES	NO
<b>PAYMENT PROCESSING</b>			Data visualization/infographics/mashups		✓	Construction liens monitoring		✓
Kiosk	✓		Photos	✓		Fleet monitoring		✓
Secure mobile payments	✓		Videos	✓		Mapping/tracking for roads, construction and public transportation	✓	
IVR	✓		Widgets		✓	Roadside moving violation payments		✓
<b>MOBILE</b>			Blogs	✓		Legislative tracking	✓	
Mobile-optimized site	✓		<b>ONLINE SERVICES</b>			Sex offender registry	✓	
Native applications for:			eBench warrants		✓	Campground reservations		✓
Apple	✓		Automated location awareness/GeolP		✓	Prescription drug registry/monitoring	✓	
Android	✓		Criminal history reports	✓		Meth registry		✓
Other		✓	Driver's license renewals	✓		DMV office appointments		✓
<b>CUSTOMER SERVICE</b>			Vehicle title requests	✓		Third-party vision certification for driver's license renewals		✓
Live help/online customer service	✓		Moving violation and parking ticket payments	✓		<b>SOCIAL MEDIA</b>		
24/7 customer service:			Temporary license plates	✓		Twitter	✓	
Online		✓	Trucking/commercial vehicle permits	✓		Facebook	✓	
Email		✓	ID verification		✓	Video	✓	
Phone	✓		Vehicle inspections appointments		✓	Photos/images	✓	
SMS (Short Message Service)	✓		Vehicle title and lien searches	✓		RSS feeds	✓	
<b>CROWDSOURCING</b>			One-stop business registration	✓		Blogging	✓	
Customer service (GetSatisfaction)	✓		Inmate banking/commissary deposits	✓		Media portals	✓	
Feedback/ideas	✓		Property tax payments	✓		Pinterest	✓	
Online market research	✓		Utility payments	✓		Instagram		✓
Mobile apps		✓				Vine		✓
Maps		✓						



**BEST OF  
THE WEB**  
State Portals

**3<sup>rd</sup>**  
*Place*

**California**  
www.ca.gov

# STATE OF THE PORTAL: CALIFORNIA



## WHAT'S HAPPENING ON THE PORTAL

California is planning a redesign of its portal in 2014. The state hopes to transition the now static website to a true content management system, extending authoring capability and workflow for other state departments directly into the portal.



# STATE OF THE PORTAL: CALIFORNIA



## FUNDING

**What does the eGovernment program funding include?**

- Website redesign
- Enterprise services
- Application development
- Marketing and promotion, including marketing to promote online services

**How is the eGovernment program primarily funded?**

- Agency funded

# STATE OF THE PORTAL: CALIFORNIA



## GOVERNANCE

The state of California's eGovernment program is deployed using mostly state resources and the program is managed by the Department of Technology Services.

# STATE OF THE PORTAL: CALIFORNIA



## EGOVERNMENT PRIORITIES

- Go beyond responsive design and present data in completely different formats based on device used
- Incorporate more GPS and geo-coding information to direct citizens to the nearest services (e.g. DMV, health, social services) in their area



# STATE OF THE PORTAL: CALIFORNIA

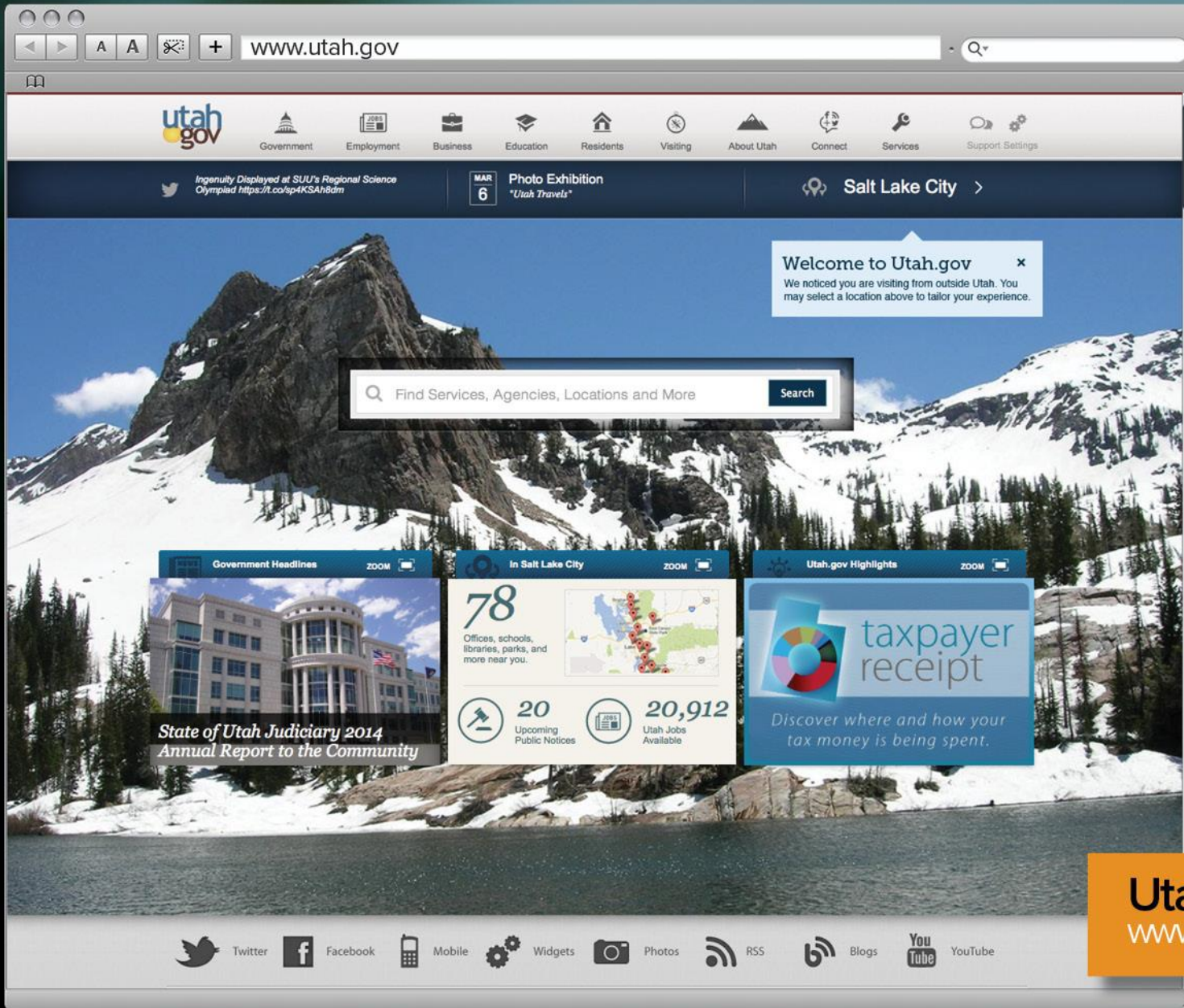
www.ca.gov

## WEBSITE CAPABILITIES

	YES	NO
<b>PAYMENT PROCESSING</b>		
Kiosk	✓	
Secure mobile payments	✓	
IVR	✓	
<b>MOBILE</b>		
Mobile-optimized site	✓	
Native applications for:		
Apple	✓	
Android	✓	
Other	✓	
<b>CUSTOMER SERVICE</b>		
Live help/online customer service	✓	
24/7 customer service:		
Online		✓
Email	✓	
Phone		✓
SMS (Short Message Service)	✓	
<b>CROWDSOURCING</b>		
Customer service (GetSatisfaction)		✓
Feedback/ideas		✓
Online market research		✓
Mobile apps	✓	
Maps		✓

	YES	NO
Data visualization/infographics/mashups		✓
Photos	✓	
Videos	✓	
Widgets	✓	
Blogs		✓
<b>ONLINE SERVICES</b>		
eBench warrants		✓
Automated location awareness/GeoIP	✓	
Criminal history reports	✓	
Driver's license renewals		✓
Vehicle title requests		✓
Moving violation and parking ticket payments	✓	
Temporary license plates		✓
Trucking/commercial vehicle permits		✓
ID verification		✓
Vehicle inspections appointments		✓
Vehicle title and lien searches	✓	
One-stop business registration		✓
Inmate banking/commissary deposits	✓	
Property tax payments	✓	
Utility payments	✓	

	YES	NO
Construction liens monitoring		✓
Fleet monitoring		✓
Mapping/tracking for roads, construction and public transportation	✓	
Roadside moving violation payments		✓
Legislative tracking	✓	
Sex offender registry	✓	
Campground reservations	✓	
Prescription drug registry/monitoring		✓
Meth registry		✓
DMV office appointments		✓
Third-party vision certification for driver's license renewals		✓
<b>SOCIAL MEDIA</b>		
Twitter	✓	
Facebook	✓	
Video	✓	
Photos/images	✓	
RSS feeds	✓	
Blogging	✓	
Media portals	✓	
Pinterest		✓
Instagram		✓
Vine		✓



# BEST OF THE WEB

State Portals

2<sup>nd</sup>  
Place

Utah  
www.utah.gov



# STATE OF THE PORTAL: UTAH



## WHAT'S HAPPENING ON THE PORTAL

Utah has added more data sets to its GeoIP locator, which automatically provides users with information customized to them based on their location. For example, a user's local legislative representative is displayed on the homepage. The “zoom” feature on the site allows users to more easily read information on the homepage.

# STATE OF THE PORTAL: UTAH



## FUNDING

### What does the eGovernment program funding include?

- Website redesign
- Enterprise services
- Application development
- Marketing and promotion, including marketing to promote online services

### How is the eGovernment program primarily funded?

- Self-funded using transaction fees



# STATE OF THE PORTAL: UTAH



## GOVERNANCE

The state of Utah eGovernment program is deployed through a public-private partnership. The Department of Technology Services is responsible for the program. The chief technology officer and chief technologist/strategic planner oversee the program.

# STATE OF THE PORTAL: UTAH



## EGOVERNMENT PRIORITIES

- Increase mobile access with responsive design
- Increase security
- Improve search features

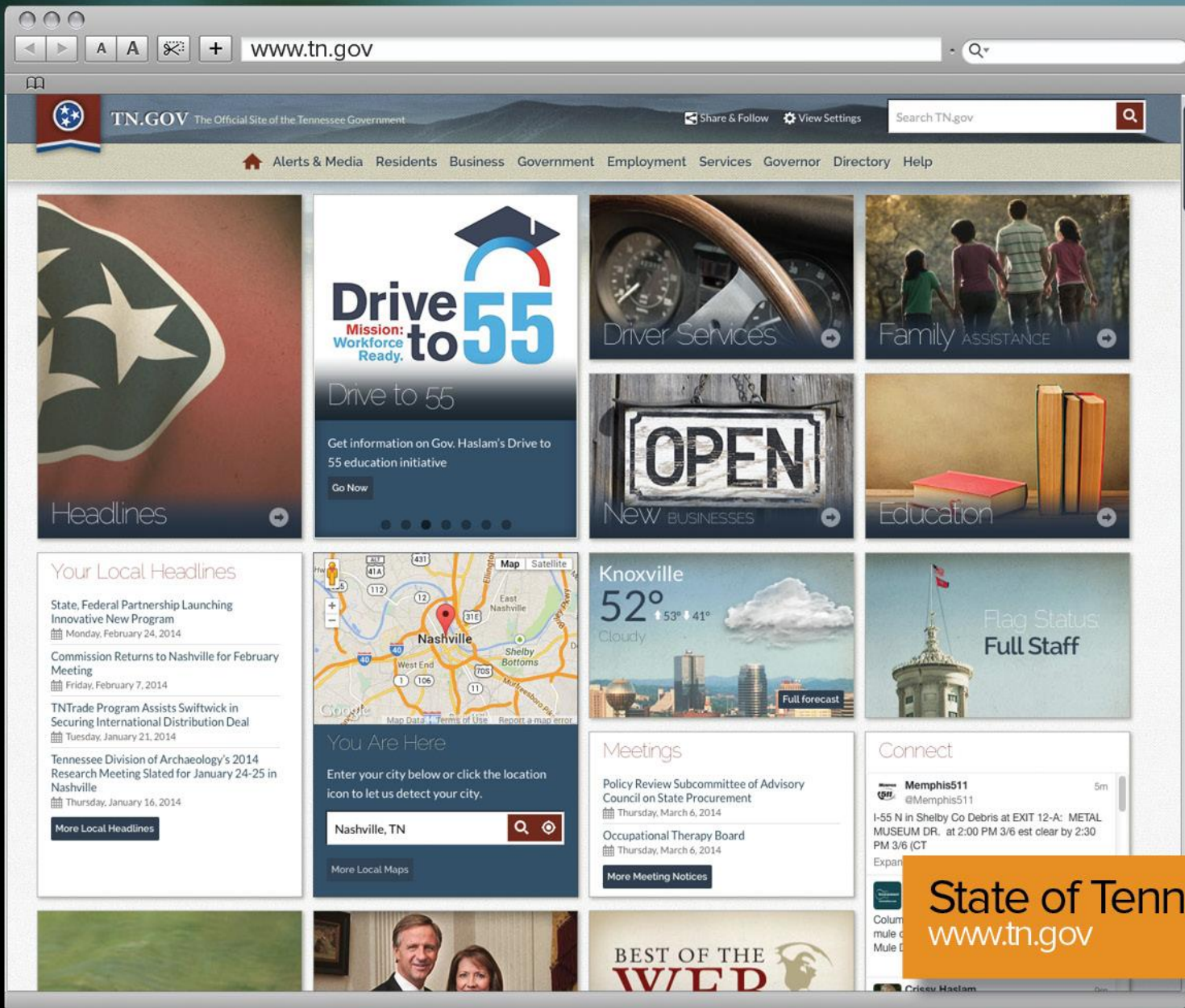


# STATE OF THE PORTAL: UTAH

www.utah.gov

## WEBSITE CAPABILITIES

	YES	NO		YES	NO		YES	NO
<b>PAYMENT PROCESSING</b>			Data visualization/infographics/ mashups		✓	Construction liens monitoring	✓	
Kiosk		✓	Photos	✓		Fleet monitoring	✓	
Secure mobile payments	✓		Videos	✓		Mapping/tracking for roads, construction and public transportation	✓	
IVR	✓		Widgets	✓		Roadside moving violation payments		✓
<b>MOBILE</b>			Blogs	✓		Legislative tracking	✓	
Mobile-optimized site	✓		<b>ONLINE SERVICES</b>			Sex offender registry	✓	
Native applications for:			eBench warrants	✓		Campground reservations		✓
Apple	✓		Automated location awareness/ GeolP	✓		Prescription drug registry/ monitoring	✓	
Android	✓		Criminal history reports		✓	Meth registry		✓
Other		✓	Driver's license renewals	✓		DMV office appointments		✓
<b>CUSTOMER SERVICE</b>			Vehicle title requests		✓	Third-party vision certification for driver's license renewals		✓
Live help/online customer service	✓		Moving violation and parking ticket payments	✓		<b>SOCIAL MEDIA</b>		
24/7 customer service:			Temporary license plates		✓	Twitter	✓	
Online	✓		Trucking/commercial vehicle permits	✓		Facebook	✓	
Email	✓		ID verification	✓		Video	✓	
Phone	✓		Vehicle inspections appointments	✓		Photos/images	✓	
SMS (Short Message Service)	✓		Vehicle title and lien searches	✓		RSS feeds	✓	
<b>CROWDSOURCING</b>			One-stop business registration	✓		Blogging	✓	
Customer service (GetSatisfaction)		✓	Inmate banking/commissary deposits	✓		Media portals	✓	
Feedback/ideas		✓	Property tax payments	✓		Pinterest	✓	
Online market research		✓	Utility payments	✓		Instagram	✓	
Mobile apps	✓					Vine		✓
Maps	✓							



# BEST OF THE WEB

State Portals

1<sup>st</sup>  
Place

State of Tennessee  
www.tn.gov



# STATE OF THE PORTAL: TENNESSEE



## WHAT'S HAPPENING ON THE PORTAL

Recently redesigned TN.gov was ranked the best state government website in 2013 by CDG. TN.gov was optimized for a range of screen sizes to provide easy reading and navigation with a minimum of resizing, panning and scrolling. Support for retina displays, swipe gestures on rotators and collapsing menus are just a few of the ways the site has been enhanced to improve the user experience.

# STATE OF THE PORTAL: TENNESSEE



## FUNDING

### What does the eGovernment program funding include?

- Website redesign and maintenance
- Enterprise services
- Application development
- Business process consulting
- Marketing online services
- Technical assistance for agencies

### How is the eGovernment program primarily funded?

- Self-funded using transaction fees



# STATE OF THE PORTAL: TENNESSEE



## GOVERNANCE

The state of Tennessee eGovernment program is deployed by a private sector company. A Portal Advisory Committee with agency representation convenes regularly to review agency application requests, and provide overall guidance and initiatives.

# STATE OF THE PORTAL: TENNESSEE



## EGOVERNMENT PRIORITIES

- Use new technology systems to improve employee recruitment
- Increase transparency
- Establish accountability



# STATE OF THE PORTAL: TENNESSEE

www.tn.gov

## WEBSITE CAPABILITIES

	YES	NO		YES	NO		YES	NO
<b>PAYMENT PROCESSING</b>			Data visualization/infographics/ mashups		✓	Construction liens monitoring		✓
Kiosk	✓		Photos	✓		Fleet monitoring		✓
Secure mobile payments	✓		Videos	✓		Mapping/tracking for roads, construction and public transportation	✓	
IVR	✓		Widgets		✓	Roadside moving violation payments		✓
<b>MOBILE</b>			Blogs		✓	Legislative tracking	✓	
Mobile-optimized site	✓		<b>ONLINE SERVICES</b>			Sex offender registry	✓	
Native applications for:			eBench warrants		✓	Campground reservations	✓	
Apple	✓		Automated location awareness/ GeolP	✓		Prescription drug registry/ monitoring		✓
Android	✓		Criminal history reports		✓	Meth registry	✓	
Other		✓	Driver's license renewals	✓		DMV office appointments	✓	
<b>CUSTOMER SERVICE</b>			Vehicle title requests	✓		Third-party vision certification for driver's license renewals		✓
Live help/online customer service	✓		Moving violation and parking ticket payments		✓	<b>SOCIAL MEDIA</b>		
24/7 customer service:			Temporary license plates		✓	Twitter	✓	
Online		✓	Trucking/commercial vehicle permits		✓	Facebook	✓	
Email		✓	ID verification		✓	Video	✓	
Phone		✓	Vehicle inspections appointments		✓	Photos/images	✓	
SMS (Short Message Service)	✓		Vehicle title and lien searches	✓		RSS feeds	✓	
<b>CROWDSOURCING</b>			One-stop business registration		✓	Blogging	✓	
Customer service (GetSatisfaction)		✓	Inmate banking/commissary deposits	✓		Media portals	✓	
Feedback/ideas		✓	Property tax payments	✓		Pinterest	✓	
Online market research		✓	Utility payments	✓		Instagram		✓
Mobile apps		✓				Vine		✓
Maps		✓						

# QUESTIONS?

**Cathilea Robinett**

Executive Vice President

e.Republic

[crobinett@erepublic.com](mailto:crobinett@erepublic.com)